LEO BURNETT COMPANY, *Inc.*
Ad No. 2029—From Marlboro to Americas—Req. No. 12494—Page—4/C bleed—8⅝ x 11⅛ in.—National Publications, 1971 (A)
Printed in U.S.A.

From Marlboro to America's low tar cigarette smokers–

a new cigarette that's lighter in taste, low in tar.

Marlboro Lights

Marlboro Lights, for those smokers who prefer the lighter taste of a low tar and nicotine cigarette. Made with the same famous quality as full-flavored Marlboro Red, America's fastest-growing brand.

Marlboro Kings: 20 mg "tar," 1.3 mg nicotine av. per cigarette, FTC Report Aug '71
Lights: 14 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method

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Source: https://www.industrydocuments.ucsf.edu/docs/tzwn0003

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